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PATENT APPLICATION
10/694,314

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	Edgar Hoppe et al.
Serial No.:	10/694,314
Date Filed:	October 27, 2003
Group Art Unit:	2421
Confirmation No.:	3551
Examiner:	Nguyen BA, Hoang Vu A
Title:	METHOD AND APPARATUS FOR INFORMATION EXCHANGE IN AN INTERACTIVE COMMUNICATION SYSTEM USING TV BROADCAST INFORMATION

MAIL STOP – RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

AMENDMENT AND REQUEST FOR CONTINUED EXAMINATION (RCE)

In response to the Final Office Action mailed August 23, 2010 and Advisory Action mailed October 27, 2010, Applicants respectfully submit the following remarks set forth below and request favorable action thereon.

Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.